



Women, Infants & Children Program
Utah Department of Health
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POLICY MEMO

Memo #: 2012-1-P

Effective: November 1, 2011

Date: October 7, 2011

Subject: New Utah WIC Authorized Foods Booklet

To: All Local WIC Directors and Local WIC Clinic Staff

From: Chris Furner, Program Manager

The Utah WIC Authorized Foods List has been updated and new booklets are being shipped to each clinic with the UCI order. Clinics will receive the booklets in both English and Spanish versions. The effective date of the new authorized foods will be November 1, 2011. Beginning November 1st clinics may start handing out the new booklets to participants as they come to the clinic. All participants should receive the new booklet by January 31, 2012. During the three months the new booklets will be distributed, clients may purchase WIC foods based on the old or the new WIC Authorized Foods booklet, whichever they have. Vendors have been instructed to honor both the old and the new foods during the transition period of November through January.

Significant changes to the Utah WIC Authorized Foods booklet include:

- Baby Food- Beechnut “Stage 2½ Textures” has been authorized in addition to the currently authorized baby foods.
- Juice- 11.5 oz shelf stable concentrate is no longer authorized. Cranberry juice now requires a Special Food Letter. Kroger and Market Pantry 64oz refrigerated orange juice are no longer authorized. Name brand juices have been removed.
- Cereal- name brand cold cereals except for Malt-O-Meal have been removed. Several other cereals have been added or removed.
- Bread- Sara Lee Soft & Smooth 100% Whole Wheat 16oz bread has been authorized. Nature’s Pride 100% Whole Wheat 24oz bread has been authorized for women who are breastfeeding multiples.
- Tortillas- La Banderita Whole Wheat, La Burrita Yellow Corn, and Tia Rosa products are no longer authorized.

- The term “least expensive brand” will no longer be used and will be replaced with “Store brand/Private label”. The Store brand/Private label policy is:

A store brand (also called a private label) MUST be purchased when indicated in the Authorized WIC Foods booklet. Some examples of store brands/private labels include: Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, (Malt-O-Meal bag cereals are authorized under this definition), other store brands/private labels may be available. If a store carries more than one store brand/private label, then either product may be purchased regardless of price. If the store does not carry a store brand/private label for the WIC food item, then the cheapest brand name food item (such as Skippy, Kraft, Meadow Gold, etc.) can be purchased.

For cold cereal, full strength juice and frozen juice only, the WIC client MUST purchase an authorized store brand or private label (Western Family, Kroger, Albertsons/Essential Everyday, Great Value, Market Pantry, Hy-Top, Malt-O-Meal bag cereals are authorized under this definition) and cannot substitute a brand name (Kellogg's, General Mills, Post, Quaker Oats, Juicy Juice, Welch's, etc.). If the State WIC Office has determined that a retailer cannot obtain a store brand or private label cereal or juice, then a separate card will be given to the WIC participant indicating what can be purchased at those retailers.

This definition now requires the purchase of a store brand or private label for cold cereal and juice. These products are handled a little differently than the current foods which require the purchase of store brands or private labels including milk, cheese, eggs, beans, peanut butter, tuna fish and brown rice. Stores must carry a store brand or private label for cold cereal and juice if they are able to obtain these products from their supplier and may not substitute a name brand. Any exception must be approved by the State. The difference is that for the other food items listed [milk, cheese, eggs, beans, peanut butter, tuna fish and brown rice], if the store does not carry a store brand they may substitute the least expensive name brand. WIC participants must purchase a store brand or private label product for cereal and juice. If they cannot find a particular variety that they like in the store brand they must choose another variety that is available in the store brand.

The military commissaries and potentially a few other stores in Utah may not be able to obtain store brand or private label cereals and juices to sell to WIC participants. For these stores a separate insert to the Authorized Foods booklet has been created which outlines which name brand products can be purchased at these stores. These stores must have permission from the State Vendor Coordinator to sell these name brand products to WIC customers. The list of WIC authorized vendors that is mailed to each clinic will indicate stores that are exempt from the store brand/private label policy. If a store in the vicinity of your clinic has been approved to sell name brand cereal and juice products copies of these inserts will be sent to your clinic to distribute to those clients that specifically inform you that they shop at one of these stores. The inserts should not be handed out to all of your participants. Participants who do receive the insert must be told at which store it is valid and should be told not to attempt to use it at other stores.

The State WIC Office has created some materials that clinics may use to introduce the new WIC Authorized Food list and its changes to your clients. Clinics may use any or all of these items. These materials are attached along with this policy memo. They include:

- A looping Power Point entitled WIC Authorized Foods Booklet Updates – Power Point (English & Spanish). This Power Point is intended to be shown on screens in your classrooms or waiting areas for clients to view. It shows all of the slides in English and then in Spanish. It is set to automatically repeat. This Power Point is also available in English only, Spanish only or in DVD format upon request.
- Frequently Asked Questions, English and Spanish versions. These documents are being printed by UCI and will be shipped directly to each clinic. These will be 8½ x 11 sheets tri-folded so they can be stuffed into the right pocket of the ID packet along with the new booklet. This document is intended to be read by each client to answer questions they may have about the policy change. It will be English on front, Spanish on back.
- 2012 Food Card Changes- Bulletin Board English and Spanish Versions, in MS Word and Power Point formats. These are intended to be used by clinic staff to help you create bulletin boards in your clinics to explain the changes.

These items will be posted to the Utah WIC web site as soon as possible. If you have any questions about the changes to the Utah WIC Authorized Foods list or about these introductory materials please contact the State WIC Office.